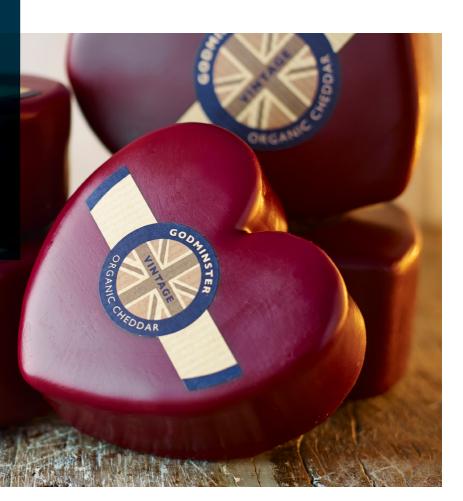SUCCESS STORY

Godminster Cheese improves scalability and processes with Sage 200cloud

UK specialist cheese manufacturer refines its business with full visibility and control, and anywhere accessibility

In the beautiful and historic town of Bruton, Somerset, UK lies 1,300 acres of self-sustaining, organic farmland and a herd of 320 cows which have been producing award-winning cheddar cheese since 1999. It was a simple passion of the owner, Richard Hollingbery, to farm with an environmentally friendly and ethical approach when he bought his farm, and he comments on the importance of his values, "At Godminster our mindset has always been that Nature repays those who treat her kindly".

Key outcomes:
- Streamlined processes minimises errors
- Real-time reporting is powerful for business management
- Information is accessible from anywhere at anytime

Company
Godminster Cheese

Location
United Kingdom

Industry
Process Manufacturing

Solution
Sage 200 cloud

Partner
AlphaLogix

For more info, visit:
www.sage.com

Disparate systems impacts supply chain visibility

Now Godminster is a successful global business and is recognised outside the UK, the value and exceptional taste of organic cheese, their Vintage Organic Cheddar has swept up numerous awards at prestigious international shows.

The impact of their growth and global exports to 27 countries has undoubtedly put a strain on internal processes. Lucinda Stokes, Finance Director and Company Secretary, saw the basic purchase order processing as the vulnerable part of the business, impacting stock control, costs, cash flow and ultimately profit margin. As Stokes explains, "Scalability was the reason for change and, whilst already using Sage 50, I realised that visibility into a well-controlled and reliable order process was essential to our growth."

Tracking the entire customer lifecycle for a more efficient and effective order process meant that integrating their CRM with Sage was also a priority for Godminster. Integrating two systems seamlessly together meant that everyone across the team could be synchronised immediately. Stokes explains, "The warehouse can now see what is coming down the line. It helps us to plan workloads, delivery schedules, and because the two systems talk to each other, everyone immediately knows what's going on with the orders."

"I realised that visibility into a well-controlled and reliable order process was essential to our growth."

Lucinda Stokes, Finance Director, Godminster

Finding the right Sage Partner

For Stokes, working with Sage had always been a positive experience and Sage's reputation in the market supported her view that Sage 200cloud offered excellent value and a powerful upgraded solution.

Engaging a Sage Partner like AlphaLogix, who not only understood the challenges Godminster faced, but also had previous experience of handling complex integrations became a critical factor to a successful integration. Relying on existing capabilities can often lead to failed results, so she took Alphalogix's advice and invested in additional support. Stokes comments, "We enabled our team to use a new, more powerful system by starting with user training in advance of the integration. People often consider this as an optional extra, but it showed great results, giving the users the confidence to dive in and get hands-on in the first few months."

"We are better at communicating with customers and suppliers because Sage 200cloud is very clear and accurate."

Lucinda Stokes, Finance Director, Godminster

In addition to training, AlphaLogix supported her team with detailed planning and collaboration. Richard Owens, Senior Consultant from AlphaLogix explains, "Ensuring the frequent, planned communication between the CRM provider, Godminster's IT team and our IT team is important to the success of getting an accurate integration especially in the 12-week run up to going live."

Know your margins
Keeping an eye on margins is vital to any business, and whilst Godminster operates in a multi-channel environment, the reporting that Godminster customised to manage their stock provides instant visibility of product performance by channel and operating margins. With this information at their fingertips Godminster are able to manage their business with confidence.

Stokes comments, "We are better at communicating with customers and suppliers because Sage 200cloud is very clear and accurate. The whole flow through the business from orders placed, to goods dispatched and invoice sent, is much more efficient and that means we can minimise errors."

Stokes adds; "I believe that knowledge is power in this respect, and as Sage 200cloud gives you a fantastic view of what's happening in real time, your business can become even more efficient and streamlined. Not only is Sage technology supporting growth in the business, but by streamlining the process we have saved hiring an additional head."

"More than anything in these uncertain times, my overall confidence and trust in the product and support is most important."

Lucinda Stokes, Finance Director, Godminster

A single source of truth

Now Stokes is not sitting back; in their 90-day plan Godminster is looking at improving further efficiencies and is delighted that the system will grow with them.

Stokes explains, "We can take stock control to a whole new level as our new stock controller can enjoy getting deep into the functionality of what Sage 200cloud can offer. Beyond that we are configuring the system for improved planning and forecasting, as well as customising the system to meet other requirements for management and stock reports."

Already, in the challenging times of Covid-19, Stokes has seen the advantages of working with Sage 200cloud. She is not running blind with her stock control and is reassured by the ability to see an instant view of sales orders in the months ahead. Accessibility to important information from anywhere and at any time allows her full visibility and management of all aspects of the Godminster business.

Stokes states, "We were able to remodel the business almost overnight, and in less than 10 days we are back in control of the business and at no time have I worried about the system holding us up. Sage has become our single source of the truth; everyone trusts it and is confident that it works."

"The reliability of the software, the knowledge that support is readily available and choosing the right Sage Partner have been key to the success of this integration. But more than anything in these uncertain times, my overall confidence and trust in the product and support is what's most important", concludes Stokes.

About Sage 200cloud

Manage your business and propel your growth to the next level with Sage 200cloud - now connected to Microsoft Office 365. Part of Sage Business Cloud.